



# The Informer

you can  
**Canon**

October 2006 - Issue 23

## Tonight All-Hallows' Spectre struts...



Welcome again to the 23rd edition of The Informer, is it October already? It only seems like yesterday we

were all planning for our Summer holidays.

Again, a lot has been happening here, the friendly voice that may have taken your call recently while Anna was taking a break was Samantha Longville who did an admirable job for us. We have a new colour copying service that you, our valued customers can take advantage and we are also offering support on the installation of your office networking requirements.

The Europeans regained the Ryder Cup in Ireland and Chelsea have started to look like dominat-

ing the Premiership...again! Some things never change.

Yet again we have all the latest news about C & G Equipment Ltd, our partners and the industry around us and a bit of fun thrown in to this compact and colourful four-page newsletter.

So, please take 20 minutes out of your day to enjoy the read and remember to keep those entries coming in for the caption competition.

**All the best**

**Aaron**



## Hassle-free COLOUR copying

Here at C & G Business Equipment we like to make sure that our customers' requests are always implemented where possible - it is for this reason that we are launching our colour copying/printing service.

This can be done in a number of ways:

1. Email us the work on [info@cgcopiers.co.uk](mailto:info@cgcopiers.co.uk) and we will print the job for you.
2. Provide us with a media disc and we will print the job for you
3. Supply us with the colour originals and we will supply you with the colour copies. We are offering competitive prices with higher discounts for larger jobs.

For further information contact James on 01452 332270 or email [james@cgcopiers.co.uk](mailto:james@cgcopiers.co.uk)

As part of the service you can visit us at a time that is convenient to you, however, we will also be offering a premium service where the job is delivered back to your doorstep.

So, if it's for that all-important presentation to a new client or for distribution amongst your company's staff make sure that you bring a little colour into everyone's lives and get that job done in time.

- Any size up to A3
- Double sided jobs
- Prices for 0 - 500
- Prices for over 501
- Print & copy



## Small steps towards a healthier business



Canon UK, C & G Business Equipment's technology partner, has announced the launch of a new programme intended to further solidify its relationship with the reseller market.

The launch was tied in with the unveiling of a new marketing programme, held over a week of activity at London's IMAX cinema, called 'Small Steps', in which Canon has drawn a wide comparison with exercise and getting fit and cutting down on waste in offices.

Broken down into four components, the programme offers help under the headings of Marketing, Learning & Development, Products and Solutions and Service and Support.

The overall programme will centre on an accreditation system using a balanced scorecard approach to be completed by an independent organisation, to ensure consistency. To begin with, the programme is open to 'Selective Distribution' Reseller Partners that will be split between 'Premier' and 'Elite' Partners but as the programme develops, more partners will come on board.



### 5 Top Tips...

#### ...for more secure printing

1. Use mailbox printing and password protection - choose a password when you send something to print, then enter it on the printer to release the document.
2. Set up mailboxes on your MFP, and print from your own folder of saved documents. Just select your folder at the printer, enter your password and select the document that you want to print.
3. Implement a Document Management solution to minimise the risk of sensitive data falling into the wrong hands.
4. Use uniFLOW Output Manager to implement 'follow me' printing on any networked printer in the office - the secure printing equivalent of hot-desking.
5. Know the law regarding confidentiality - covered within the Data Protection Act 1998, available online at [www.opsi.gov.uk](http://www.opsi.gov.uk)

## Partner News - Canon

### Canon unveils Russian Brand Ambassador to strengthen brand building in emerging markets

**Canon Europe, world-leader in imaging and information technology solutions, has signed Ekaterina Guseva, one of Russia's brightest stars, as its brand ambassador and figurehead of a multi-million Euro advertising campaign.**

The signing of Ekaterina Guseva follows Canon's recent announcement as a sponsor of the Russian Premier Football League and forms part of Canon's continuing strategy of building brand awareness in Russia, a key emerging market.

Ekaterina Guseva will star in a new advertising campaign to promote Canon's full range of consumer and business digital imaging products in Russia, Ukraine, Kazakhstan and the Baltic countries. The campaign will include a TV commercial, shot on location in Prague, featuring Ekaterina as a super-cool paparazzo and will be broadcast across Russia from September, to coincide with an extensive outdoor and internet advertisement campaign.

Ekaterina was introduced to the media at Canon's Concerto Moscow event, which showcased Canon's range of imaging technologies and solutions at The Forum Hall, Moscow. As part of Canon Europe's continuing strategy to build brand awareness in the Russian market, Ekaterina will

act as a brand ambassador for the company, promoting Canon's products throughout 2006-7 and raising awareness of the Canon Europe brand across Russia.

Mr. Akio Ito, Vice President of Canon Europe & Head of Emerging Markets Business Unit, said: "This past year Canon experienced consolidated sales growth of 37% in Russia, demonstrating that this market represents a massive growth opportunity for us, and our goal is to hold premier position in Russia within three years."

"Ekaterina Guseva will be a perfect ambassador for the Canon brand, as a beautiful and talented symbol of the new Russia, we are confident that she will do a fantastic job in communicating Canon's cutting edge, stylish product design. Ekaterina provides a glamorous counterpoint to our sponsorship of the Russian Football Premier League and Canon is now well placed to continue to grow sales in Russia and the surrounding regions. We look forward to working with Ekaterina to strengthen our relationship with Canon consumers."

Ekaterina Guseva added: "I am delighted to act as an ambassador for Canon Europe. Working as an actress I have a passionate interest in the visual image and the elegant design of Canon's products fit my lifestyle perfectly."

Ekaterina was introduced to the media at



#### ● Russian actress Ekaterina Guseva

Concerto Moscow, one of a series of Canon Business Fairs across Europe. The fairs combine broad international business appeal with greater customer intimacy to provide customers with the opportunity to experience, first-hand, how Canon's portfolio of products and solutions are instrumental in 'orchestrating' greater success and efficiency across the business.



## Techie Corner - working with, not against our customers!

Do you feel that you have done everything you can to make your office network a success? Have you not made a start because it seems to daunting or are you worried that you may be inviting a 'Laurel & Hardy' style scenario into your workplace?

As our service department grows so does the expertise within it; which is why we are now happy to offer consultation, installation and support for your office network for between one and five users.

This is a service-led project headed up by John Little, so for more information contact him now on:

**01452 332270**

or email him on

**Johnl@cgcopiers.co.uk**



## August's caption competition winner



● **Andrew Corsi with colleague Claire Cox**  
Featured with a bottle of bubbly is Claire Cox of Spring Programs Ltd - Stroud.  
Spring Programs Ltd specialises in financial reporting and management software for banks. Its primary product is 'SPRING' which was the first software package to be developed specifically for Bank of England reporting.  
**01453 751252 or visit [www.spring.co.uk](http://www.spring.co.uk)**

## Short stay for Longville



● **Samantha Longville**  
The Management and staff would like to thank Samantha Longville for her help as a temporary replacement while Anna took a two week holiday.  
Many of you may have spoken to her and I'm sure you will agree that, although a hard act to follow as Anna is, she was bubbly and courteous throughout her short stay with us.



# Name the film

Many of you got this correct from last month's competition - the scene is taken from 'Terminator 2' and not 'Terminator' as many suggested.

The first name that came out of the hat was:

**Marilyn Wyatt of The Property Centre**

Well done Marilyn, we'll be round to visit soon armed with a bottle of Champagne and a camera!!



## October - Caption time!

Yes we are sticking with it for now and here is this month's screen still for you to recognise - a classic worthy of the top 50 slot we are sure you'll agree!

All you have to do is tell us which film this month's scene has been taken from and the first out of the hat will receive a bottle of Champagne courtesy of C & G Business Equipment Ltd.

E-mail your answers to [info@cgcopiers.co.uk](mailto:info@cgcopiers.co.uk) and put 'October Caption' in the subject box.



...along the moonlit way ~ *John Kendrick Bangs*

## Marketing Services

This Newsletter has been produced by CDA. For further information please contact Dean Enon on 01452 864943 or [dean@cdamarketing.com](mailto:dean@cdamarketing.com) for:

- PR Services
- Marketing
- Sponsorship Management
- Copywriting



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